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Post-Illegal Downloading Behavior toward Japanese Entertainment Contents in the Public Space

公的空間における日本製娯楽コンテンツのポスト違法ダウンロード

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【Abstract】

The objective of this study is to explain internet users' post-illegal downloading behavior of Japanese Entertainment Contents（JECs）in the public space such as a working place, school, shopping center's amusement corner, internet café or any place outside their private living places. Many internet users in Asia are likely to share their knowledge of the JECs, which are usually illegally downloaded from the worldwide website, to other unknown internet users via the social network system（SNS）. Based on the research model of knowledge sharing behavior proposed by Harada（2013）, an intention to share knowledge（or called post-illegal downloading behavior in this study）of entertainment contents is strongly affected by the individual's positive attitude toward the knowledge sharing behavior, knowledge sharing cost, and knowledge sharing experience. The author has interviewed Thai internet users（university students and local employees）in Bangkok who experienced the illegal downloading of JECs and shared them to other unknown internet users via SNS.

Key Words: post-illegal downloading behavior, consumer behavior, public space

【Contents】

1. Introduction

In this paper, it will describe the internet users' post-illegal downloading behavior of JECs in the public spaces such as a working place, computer rooms in a school or university, shopping center's amusement corner, internet café or any place outside their private living places.

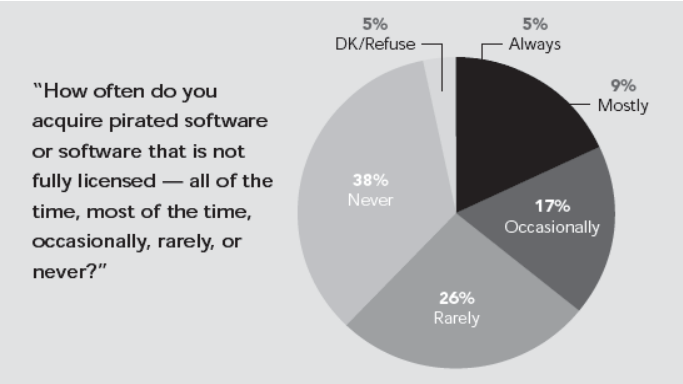
Unlike the developed countries, the enforcement of copyright law in developing countries is very weak and is not so effective enough to stop the illegal downloading (or digital piracy) of JECs from the website. Business Software Alliance (2012) conducted a survey of nearly 15,000 computer users across 33 countries and reported in Shadow market 2011 BSA Software Piracy Study (Ninth Edition, May 2012) that over half of the world's personal computer users (57 percent) admit to pirating software as shown in Figure 1. Thirty-one percent say they do it "all of the time", "most of the time", or "occasionally", and another 26 percent admit to having stolen software, but only "rarely." In this survey, it includes these main following findings as follows:

• The global piracy rate for PC software hovers at 42 percent.

• The commercial value of this shadow market of pirated software climbed from $58.8 billion in 2010 to $63.4 billion in 2011, a new record, propelled by PC shipments to emerging economies where piracy rates are highest.

• The gap in spending on legal software in emerging and mature economies is stubbornly persistent. China, for example, spends less than a quarter of the amount that Russia, India, and Brazil spend on a per-PC basis — and just 7 percent of the amount the United States spends.

Figure 1 Global Self-Reported Piracy



Source: BSA (2012), *Shadow Market 2011 BSA Global Software Piracy Study*

・Users who say they pirate the most software are disproportionately young and male — and they install more software of all types on their computers than other users do.

・Business decision makers admit to pirating software more frequently than other computer users do.

・Public opinion continues to support intellectual property (IP) rights: Seven PC users in 10 support paying innovators to promote more technological advances.

As for countries in Asia, BSA (2012) reported that most developing countries in Asia have a very high piracy rate in year 2011 such as China (77%), Vietnam (81%), Indonesia (86%), Thailand (72%), Philippine (70%) as shown in Table 1. China has the highest pirated value approximately US$ 9 billion in Asia. Moreover, digital contents are very much in demand, especially by Asian younger people and the ease and very low cost of reproduction and transmission of digital products makes the very attractive to share to other internet users (OECD, 2009, p.9).

Higgins and Marcum (2011) describe that the digital piracy may be easy and simple to perform, requiring only minimal computer literacy and not substantial amounts of efforts, planning, preparation, or high skill. They also explain that individual users pirate because they value the media that they are pirating. By valuing the media, a pirate will be driven to seek this media out. The immediate gratification that comes from acquiring the media is likely to produce feelings that make future piracy a certainty (Higgins 2007 cited in Higgins and Marcum, 2011). Many researchers have found that the digital piracy does not have to occur in the same place but many of the instances of the digital piracy start in one city and end up in another city, state, or country (see Hinduja, 2003). Therefore, this circumstance makes the digital piracy difficult to trace, leading to the spread of illegal downloading of digital contents around the world. In facts, many internet users could be suppliers of the pirated digital content and in the same time become a customer. This pirated digital market is further complicated by the existence of a large number of suppliers (or internet users around the world) whose principal objective is not profit, but who are motivated by other non-market factors such as gaining recognition within a peer group, or reciprocating free access to other users (see OECD, 2009).

In Thailand, the copyright law has prohibited the illegal downloading of original contents and such behavior is regarded as an illegal action which may lead to the jail. However, many Thai internet users do not recognize that the illegal downloading

behavior of JECs is a serious economic crime in the Thai economy. Many Thai internet users could easily purchase the pirated software from the traditional market, shopping center, walking street, many tourist places, or even download it for free of charge from Thai websites. However, in recent years, the low cost of reproduction and delivery, cheap price of internet access, and the faster communication technology in Thailand have gradually facilitated the spreading of illegal downloading (digital piracy) of JECs through the uploading and downloading of original contents via SNS. While the smartphones and tablet PCs have gradually replaced the typical mobile phones and personal computers, it is easy to use the smart phone or tablet PC's users to obtain the JECs, reproduce the contents, or even to share them again in the cyberspace.

In this study, the author will first explain the concept of intention to share knowledge in the pre-knowledge sharing and the post-knowledge sharing (or post-illegal downloading behavior). After that, the author has emphasized Thai internet users' post-illegal downloading behavior of Japanese Entertainment Contents (JECs) in

Table 1 PC Software Piracy Rates and Commercial Value of Unlicensed Software

Piracy Rates						Commercial Value of unlicensed Software ($M)				
Asia Pacific (AP)	2011	2010	2009	2008	2007	2011	2010	2009	2008	2007
Australia	23%	24%	25%	26%	28%	$763	$658	$550	$613	$492
Bangladesh	90%	90%	91%	92%	92%	$147	$137	$127	$102	$92
Brunei	67%	66%	67%	68%	67%	$25	$19	$14	$15	$13
China	77%	78%	79%	80%	82%	$8,902	$7,779	$7,583	$6,677	$6,664
Hong Kong	43%	45%	47%	48%	51%	$232	$227	$218	$225	$224
India	63%	64%	65%	68%	69%	$2,930	$2,739	$2,003	$2,768	$2,025
Indonesia	86%	87%	86%	85%	84%	$1,467	$1,322	$886	$544	$411
Japan	21%	20%	21%	21%	23%	$1,875	$1,624	$1,838	$1,495	$1,791
Malaysia	55%	56%	58%	59%	59%	$657	$606	$453	$368	$311
New Zealand	22%	22%	22%	22%	22%	$99	$85	$63	$75	$55
Pakistan	86%	84%	84%	86%	84%	$278	$217	$166	$159	$125
Philippines	70%	69%	69%	69%	69%	$338	$278	$217	$202	$147
Singapore	33%	34%	35%	36%	37%	$255	$233	$197	$163	$159
South Korea	40%	40%	41%	43%	43%	$815	$722	$575	$622	$549
Sri Lanka	84%	86%	89%	90%	90%	$86	$83	$77	$97	$93
Taiwan	37%	37%	38%	39%	40%	$293	$252	$227	$201	$215
Thailand	72%	73%	75%	76%	78%	$852	$777	$694	$609	$468
Vietnam	81%	83%	85%	85%	85%	$395	$412	$353	$257	$200
Other AP	91%	91%	90%	91%	91%	$589	$576	$303	$69	$56
Total Asia Pacific	60%	60%	59%	61%	59%	$20,998	$18,746	$16,544	$15,261	$14,090

Source: Business Software Alliance, BSA (2012), *SHADOW MARKET 2011 BSA global software piracy study* (http://globalstudy.bsa.org/2011/downloads/study_pdf/2011_BSA_Piracy_Study-InBrief.pdf)

the public space. In Thailand, local people including foreign tourists can easily access to the digital piracy which can be seen in varieties of places such as well-known shopping centers, walking streets, tourist places, universities, internet café', working places or even in some governmental institutions. The proliferation of peer-to-peer (P2P) file sharing has also caused the increasing of illegal downloading of JECs in the Thai digital market. The P2P file sharing networks via social network system are designed to download music, movies, images, games and other digital content software from the websites for free of charge. This study then will focus on the university students and local employees' post-illegal downloading behavior of JEC in Bangkok.

2. Illegal Downloading Behavior

In this section, it will discuss the relationship of illegal downloading behavior and knowledge sharing behavior. Grounded on the Theory of Planned Behavior (TPB) developed by Ajzen (1985), Harada (2011) constructed the Illegal Downloading Intention Model (IDIM) to describe internet users' decision making to perform their illegal downloading of JECs. The proposed research framework extends the TPB theory (Pavlou and Fygenson, 2006) by emphasizing the factor of "downloading experience" and "perceived risk" to explain the Asian internet users' illegal downloading intention. In his model, determinants of attitude toward illegal downloading comprise a set of these following factors: value consciousness, acceptance of piracy among family and friends, negative image of "big business", computer knowledge, and novelty seeking. Internet users are expected to concern these factors and consequently form their attitude toward illegal downloading behavior. The attitude towards illegal downloading will lead to the behavior intention of illegal downloading.

In fact, additional two variables (perceived enjoyment and perceived risk of illegal downloading) are also playing the important roles in influencing actual consumer behavior intention of illegal downloading of JEC in Asia. Harada (2010) testified the proposed of illegal downloading of Japanese entertainment contents to determine the generalizability of the research model by comparing consumers' illegal downloading intention behavior in Singapore, Thailand, and Taiwan.

However, the above model did not exactly explain the intention to share the JECs to other internet users after obtaining the entertainment contents. It focused on the intention to perform illegal downloading rather than sharing the JECs after obtaining the JECs in the internet. As the P2P programs have been easily installed in any personal computer, tablet PC, and other electronic devices, there are high tendency for

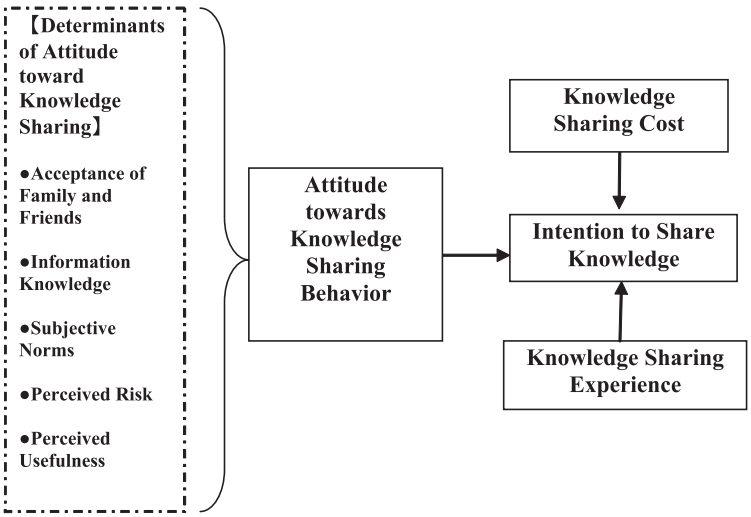
internet users to use them to obtain the JECs and later share them again. Therefore, there is a need to further examine the sharing behavior of internet users.

2.1 Pre-Knowledge Sharing Behavior

The individual internet user's knowledge sharing is easily shared and performed through the websites and other information communication technology. The internet users can search and learn for what they want from unknown person's websites, blogs, social network system and other communication channels (Fisk, 2011). Moreover, many internet users are willing to share their knowledge to other users, especially in Asian countries. This phenomenon can be explained from a fact that an enforcement of copyright law in these countries is not effective enough to discourage the internet users' to refrain from sharing the digital entertainment contents with other users when compared to other developed countries. In addition, they are likely to accept that the sharing behavior is the donation to the poor who have no money to buy the original one.

In this study, the following three exogenous variables in terms of the attitude towards knowledge sharing behavior, knowledge sharing costs, and knowledge sharing experience are expected to positively influence the intention to share knowledge of digital entertainment contents in Asian countries, as illustrated in Figure 2. The determinants of attitude toward knowledge sharing consist of acceptance of family and

Figure 2 Pre-Knowledge Sharing Behavior



Source: Harada (2013)

friends, information knowledge, subjective norms, perceived risk and perceived usefulness（see Harada, 2010, 2011）. These five factors are assumed to encourage the internet users to form a positive attitude towards the knowledge sharing of the digital entertainment in the cyberspace. As a result, individual internet users' behavior will be determined by the positive attitude towards knowledge sharing. The knowledge sharing costs are defined as the cost which occurs during the time of actual sharing behavior. It can be assumed that the cost of knowledge sharing will strongly influence the intention to share knowledge of individual internet users. This is because it is reasonable to predict that if the knowledge sharing costs are very high, the internet users will be discouraged to share their knowledge to the unknown internet users in the cyberspace.

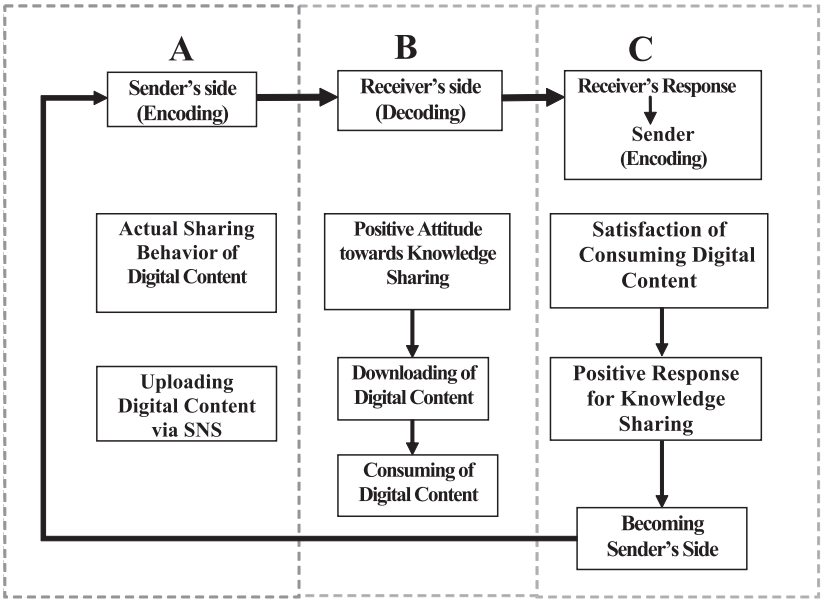
Moreover, a knowledge sharing experience is also another exogenous factor which can influence the intention to share knowledge. If the internet users have no any experience in performing a sharing behavior of digital contents in the cyberspace, it is difficult for them to effectively upload or download the digital entertainment content. However, if they are experienced in sharing the digital entertainment contents to other unknown users, there is a high possibility that they will do share the digital contents to other persons.

2.2　Post-Knowledge Sharing Process

In this stage, it describes the time of actual sharing behavior（or post-illegal downloading）of digital content and the relationship between sender's side（A）and receiver's side（B）, including the receivers' response（C）, as illustrated in Figure 3.

The sender（A）is considered as the encoding, performing the actual sharing behavior of digital content by uploading his/her digital content via social network system. This sharing behavior may be performed in the Internet café, working places, university's computer room, friends' houses and any places where the internet users can access to the internet. At the same time, the receivers（B）, who are concerned as unknown internet users, will be defined as the decoding in this process. These internet users are expected to download the digital contents from the websites or through the P2P program which shares digital contents in their members. This uploading behavior of digital contents from the websites will show that they are performing the illegal downloading of entertainment contents. At this point, the positive attitude towards knowledge sharing will positively influence the receivers and persuade them to download the digital content, leading to the consumption of digital entertainment content.

Figure 3 Post-Knowledge Sharing Exchange Process



Source: Harada (2013)

After consuming of digital content obtained from the illegal downloading, receivers will be likely to form the positive attitude toward the downloading of the digital content if they are overall satisfied with the content. Although the quality of the content of illegal downloading may not be good as the original one, it is a free of charge, paying nothing for a whole movie, game, and so on. In this situation, it can be easily predicted that receivers will form the positive attitude toward sharing of digital content in the internet and consequently share these digital contents to other unknown users in the cyberspaces, becoming the sender's side (C) after consuming the digital content.

As mentioned earlier, the author found that many Asian internet users used their personal computers or smart phones to access the websites which allow the internet users to download, upload, or share their contents freely. In this circumstance, they can easily download or upload the Japanese entertainment content in their home, bed room, internet café, schools or even in working places. This kind of digital content sharing (downloading/uploading) behavior, thus, will be concerned as individuals' sharing behavior in the internet where they can participate freely to share their digital entertainment contents for unknown internet users in the cyberspace.

3. Post-illegal Downloading Behavior in Public Spaces

To examine the post-illegal downloading behavior in the public spaces, the author has interviewed the university students (Group1, 20 persons) of a private university and local employees (Group 2, 20 persons) who experienced the post-illegal downloading behavior of JECs in Bangkok. These two groups are likely to perform the post-illegal downloading of JECs in the public space (such as downloading or uploading the entertainment content of the JECs in their universities or working places) and subsequently share them to other internet users due to their computer experience in their universities in case of students and in their offices in case of local employees. The author has chosen the university students and local employees randomly and interviewed them for their pre and post illegal downloading behaviors of the JECs.

As for interviewing, the author examines exogenous factors that affect the intention to share knowledge (or sharing their digital content after obtaining them from the illegal downloading) of the internet users and sharing process of the post-illegal downloading behavior. The main findings from interview can be summarized as followings; intention to share knowledge and post-knowledge sharing process.

3.1 Intention to Share Knowledge

In Group 1, many university students form a positive attitude towards knowledge sharing behavior of the JECs because they believed that they should devote to the Thai society. They perceive that the sharing of digital content of the JECs in internet is the way to "donate to the poor" who cannot pay much money to purchase the original JECs, which are usually very expensive in Thailand, from the authorized store in Bangkok. Most of them have a high computer literacy and have more experience in installing the P2P program into their computer devices, editing the content of the JECs, transferring the data, and knowing how to upload or download to maintain a quality of the digital contents. They also said that their family members have never reprimanded them for their illegal downloading or sharing behavior, or even say "NO" to them. Some also said that they knew how to download and upload the JECs from their brothers and sisters. They always share their JECs among their family members.

As for the perceived risk of sharing behavior, they said that there is a risk to be caught by the Thai police if you write something bad to the Thai government or a high ranking government official and politician. However, if you just share the entertainment content of the JECs into the internet, no any polices will come to arrest you. The Thai polices are very strict on the issue of criminal crimes rather than the

enforcing of copyright law (economic crime), which needs a copyright's owner to claim for their rights. If there is no claim from any owner of the copyright, the police can do nothings. In addition, it is technically very difficult for the police to arrest the internet users who shared the authorized JECs because there are a lot of websites, blogs and other social network systems which offer the downloading and uploading of digital content. As a result, the internet users in this group will have a high tendency to perform the digital sharing of the JECs in the internet.

In case of Group 2, internet users in this group have a high experience of using personal computer in their working places. Some of them only download the JECs through their office computers but do not upload or share them in their offices due to their companies' computer capacity and security reason. They said that they could possibly download the JECs in a short period of time at the company but it would take a long time for uploading the JECs on the internet.

Like the university students, internet users in this group have formed a positive attitude towards knowledge sharing behavior and said that they did not intend to pay for a high price of the original JECs. They would like to use the acceptable quality of JECs that can be easily obtained (or downloaded) from the internet. However, internet users in this group are aware of the perceived risk of sharing the content of JECs to unknown internet users. Some said that they were ordered not to download or upload any unauthorized contents from the internet by their boss, but in fact no one came to check their personal computers or even punish them for downloading, uploading and sharing the JECs on the internet. As for the knowledge sharing cost, most of them said that there is no cost for their sharing behavior because they could use the company's computer devices to download or also use their company's network to share the JECs from their offices.

3.2 Post-Knowledge Sharing Process

In this section, it examines the post-knowledge sharing process of internet users. This sharing behavior has usually occurred after the downloading and consuming of the JECs. The actual sharing behavior of digital content of both groups is performed after the internet users possess a high intention to share their knowledge of the JECs to the internet society (unknown internet users). The condition of actual sharing behavior will be discussed and followed by their attitude towards knowledge sharing after consuming of the JECs.

In Group 1, many university students perform the actual sharing behavior in their

university and internet café. They later upload their entertainment contents in their universities, internet café and friends' house. In university, the computer security is not too secured and its network can be easily accessed from outside. As a matter of fact, some universities in Bangkok have (unintentionally) installed the unauthorized business software so leading to the spreading of a computer virus around the university's computer network. So it is easy to use the computer network in universities to upload the JECs to the internet. Some uploaded the JECs content from their tablet PCs, notebook PCs or smart phones through their private computer networks. Interestingly, the actual behavior of sharing behavior in this group is likely to occur during their conversations among friends in universities, internet cafes. Most of them are not aware of "breaking a copyright law" when sharing the JECs in the universities.

As for Group 2, many local employees usually perform the actual sharing behavior of the JECs in their working offices. They are likely to upload and share the digital content of the JECs through their computer devices to their websites, blogs, or opened-source systems. This can be explained from a fact that many open-source systems' network servers are usually located outside Thailand so that it is very difficult for the Thai police to arrest the internet users who share the JECs in the internet. Some said that if you share your contents in overseas based network, there are no troubles of breaking the copyright law in Thailand. Most of them felt no guilty of sharing the JECs and said that they will do it again in near future. Some also said that "No reason to spend a lot of money for the JECs in developing countries". As a matter of fact, the working employees seem to concern the economic factor and form the negative attitude toward the multinational entertainment companies in Thailand.

Both groups said that they are satisfied with the quality of contents that they downloaded from the internet. Some spent a lot of time and effort to control the quality of the JECs by only uploading the high quality content of the JECs and some use their language proficiency to translate the Japanese language into Thai language, and share them in the internet. As it is free of charge to obtain the JECs in the internet, it is, in turn, for them to return or pay it back to the internet society. So there is, no doubt, for them to continue sharing what they get to other internet users in the internet society. Thus, becoming the sender of the JECs is not so difficult in Bangkok. Moreover, no one will come to arrest you for sharing "entertainment happiness" to other internet users. As a result, this phenomenon shows that there is a belief of "reciprocal exchange" among internet users in Bangkok.

4. Conclusion

This study has applied the concept of individual internet user's knowledge sharing to explain the post-illegal downloading behavior in the public spaces. The pre-knowledge sharing behavior and post-knowledge sharing behavior are discussed to describe the actual digital sharing behavior of internet users in Asian who believe that they will not be arrested to jail for an illegal downloading of JECs. From the interview result, many internet users in Group 1 and Group 2 believe that they should return (uploading of JECs) for what they obtain (free downloading of JECS) from the internet to other unknown internet users for free of charge. Most of them possessed the positive attitude toward the sharing behavior and did not recognize it as a serious crime.

As for the post-knowledge sharing process, it is important to further investigate the receiver's side psychological aspect. Many researchers have focused on the sender's psychological motives to share the content of JECs but receivers' psychological motives are not much discussed in the academic study. As a matter of fact, many internet users could be suppliers of the pirated digital content and in the same time become a customer. This means that a receiver can play two roles at the same time so it is very complicated to predict or determine the large number of suppliers whose objective is to make no-profit, donate to the poor, or motivated by other psychological reasons. As we have found that there is a belief of "reciprocal exchange" among internet users, it is interesting to further study the receiver's condition of "Give and Take" and to understand the forming mechanism of "reciprocal exchange" among Asian internet users in future.

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